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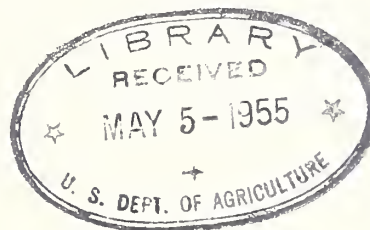
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HOUSEHOLD PURCHASES
OF

BUTTER, CHEESE, NONFAT DRY MILK SOLIDS, AND MARGARINE,

BY
REGIONS AND RETAIL SALES OUTLETS

JULY-SEPTEMBER 1954



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Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

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PREFACE

This is one in a series of quarterly reports, first published for the April-June 1954 quarter, summarizing data on household purchases of butter, cheese, nonfat dry milk solids, and margarine. The quarterly reports supplement the monthly series "Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine," by providing data by geographic regions and types of retail outlets.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 5,800 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF BUTTER, CHEESE,
NONFAT DRY MILK SOLIDS, AND MARGARINE, BY
REGIONS AND RETAIL OUTLETS, JULY-SEPTEMBER 1954

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for 13-week periods in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

This is the second in a series of quarterly reports on purchases and related information by regions and type of retail sales outlet for butter, cheese, nonfat dry milk solids, and margarine. Past surveys have revealed that large differences do exist in regional consumption patterns for various dairy products. This series of reports will establish more fully where and to what degree these differences exist by giving breakdowns for regions and sales outlets by volume of purchases, per capita purchase rates, average size of purchases, percentage of families buying, and prices paid. In addition, as this series develops over time, significant trends in the data can be noted.

American householders reported buying in the 13-week period, July-September 1954, about the same amount of butter and slightly less margarine, cheese, and nonfat dry milk solids than in the preceding 13-week period, April-June 1954.

Regional purchase and price patterns observed in the second quarter of 1954 were also repeated, for the most part, during the third quarter of 1954. Families in the North Central States reported buying more butter per capita in July-September than those in any other geographic area. Household purchases of margarine per capita were again reported higher in the Pacific Coast States than for the rest of the country. Southern householders were the lowest per capita users of butter and margarine in both the April-June and July-September periods.

All regions except the Pacific reported smaller household purchases per capita of nonfat dry milk solids in the July-September period than in the preceding quarter. Purchases of nonfat dry milk solids were reported highest (per capita basis), in the Mountain-Southwest and Pacific States.

Regional changes in household purchases per capita for the various types of cheese were mixed from the second quarter to the third quarter of 1954, but were generally lower.

Most purchases of the products covered in this report were made through retail stores. However, appreciable amounts of butter and cottage cheese were reported bought from home deliverymen or through "other" outlets.

Householders in this survey generally reported paying less for butter, margarine, cheese, and nonfat dry milk solids in the chain stores--particularly the national chains--than in independent grocery stores or "all other" outlets.

BUTTER

American householders reported buying an estimated total of 187 million pounds of butter during the 13-week period, July-September 1954. This total was just above the quantity purchased in the April-June 1954 period. It is estimated that household purchases of butter during the third quarter of 1954 were slightly over 60 percent of total disappearance of creamery butter in the period, compared with just under 60 percent in the preceding quarter. During calendar year 1953, the United States Department of Agriculture estimated that total civilian disappearance of butter was 1,355 million pounds of which 1,134 million pounds was creamery butter and 221 million pounds was farm churned butter.

Householders in the North Central States purchased more butter per capita in the July-September period than did householders in any other major geographic area. Butter purchases per capita in Southern households were reported low relative to the rest of the Nation--less than one-third of the United States average. The Mountain-Southwest area also reported per capita purchases of butter considerably below the national average. Regional changes in per capita purchases from the preceding quarter were mixed with the Northeast and Mountain-Southwest areas reporting slight declines, the South unchanged, and the North Central and Pacific somewhat higher in July-September than in April-June (table 1).

As in the previous quarter, North Central States householders in July-September reported paying the lowest average price for butter, 64.1 cents per pound, while Southern and Mountain-Southwest families paid the highest average price, 69.2 cents per pound. Prices paid for butter and average size of purchase were virtually the same for all regions in the July-September period as in the April-June period.

Almost half of the butter purchases by householders in the third quarter of 1954 were made in chain stores, national and regional and local. Purchases from independent grocers accounted for 35 percent of the total with the other 15 percent reported purchased in the "house-to-house" and "other" outlets. The average price paid for butter in July-September by consumers in this sample by type of retail outlet was somewhat higher when purchased at home than at the store (table 2).

MARGARINE

Margarine purchases by United States householders in the 13-week period, July-September 1954, were reported at 268 million pounds, down about 2 percent from the previous quarter. In both the July-September and April-June periods, household purchases of margarine were estimated to be between 85-90 percent of total margarine disappearance. Total civilian disappearance of margarine during calendar year 1953 was estimated at 1,258 million pounds.

Data covering the month of October 1954 has been received and published in the regular monthly release in this series. These data showed that margarine purchases for household use during October were well above preceding months and above purchases in October 1953. These larger margarine purchases in October than in the same month a year ago reversed the pattern shown for the April-September period. For April-October 1954, margarine purchases for household use were 3 percent less than in the same period of 1954. Total civilian margarine disappearance, which includes household and restaurant and institutional uses, was estimated by the Department to be 1.5 percent larger in April-October 1954 than for the corresponding period a year ago.

Regionally, total purchases of margarine by householders in the third quarter of 1954 compared to the second quarter were reported lower in all geographic areas except the South. Purchases per capita by householders during the July-September period were again reported considerably higher in the Pacific Coast States than for the Nation as a whole. In addition to relatively small per capita butter purchases, Southern families reported lower per capita purchases of margarine than families in any other region (table 3).

Higher average prices for margarine in the third quarter of 1954 than in the preceding quarter were reported by Northeast, North Central, and Southern householders. Prices by regions in July-September ranged from 24.0 cents per pound reported by Pacific area consumers to 28.1 cents in the Northeast.

Margarine purchases by type of retail sales outlet in July-September 1954 were divided as follows: 27 percent in national chains, 30 percent in regional and local chains, 40 percent in independent grocery stores, and 3 percent in "all other" outlets. Consumers reported average prices for margarine about 3 cents per pound less in chain stores than in the other types of retail outlets (table 4).

NONFAT DRY MILK SOLIDS

Estimated total household purchases of nonfat dry milk solids during July-September 1954 were reported at 31.4 million pounds, down 2.8 million pounds from purchases during April-June 1954. About 16 percent of all families reported buying nonfat dry milk solids in the third quarter of 1954 compared with 18 percent in the preceding quarter (table 5).

Consumers in all regions paid lower prices for nonfat dry milk solids in July-September than in the preceding quarter. North Central States householders reported the largest drop in the average price, 2.5 cents per pound. Retail prices of nonfat dry milk solids were generally lower in the Northeast and North Central regions than in the South and Western areas (table 6).

Per capita household purchases of nonfat dry milk solids in the third quarter of 1954 were reported well above the United States average in the Pacific, Mountain-Southwest, and South. Northeast families were buying nonfat dry milk solids at a rate close to the United States average, while North Central householders reported per capita purchases 40 percent less than the United States average.

For those families buying nonfat dry milk solids in the July-September period, the average size of purchase was higher in the Pacific and Mountain-Southwest regions than in the other 3 geographic regions. Purchases per buying family in the 13-week period ending October 2, 1954 were most frequent in the South and Mountain-Southwest areas.

Householders made about two-thirds of total nonfat dry milk solids purchases in the July-September period in national and regional and local chain stores. Compared with the preceding quarter, purchases were about the same in national chains and "all other" outlets but 10 to 15 percent smaller in regional and local chains and from independent grocers. Consumers reported paying the lowest price for nonfat dry milk solids and buying more per purchase in national chains (table 7).

CHEESE

Total household purchases of natural and processed cheese, including cheese foods and cheese spreads, during the July-September 1954 period, were estimated at 155 million pounds (purchased weight basis), down about 8 million pounds from the April-June period. Of this 8 million pound decline, natural cheese purchases were off 2 million pounds and processed cheese purchases off 6 million pounds. The 155 million pound total for the third quarter was divided about equally between natural and processed cheese. Cottage cheese purchases, not included in the above total, were estimated at 107 million pounds during the third quarter of 1954, almost 11 million pounds less than in the preceding quarter.

The estimated percentage of all families buying each type of natural cheese during the quarter ranged from 13 percent buying Swiss to 42 percent buying American cheese. For the processed types the percentages ranged from 23 percent buying cheese foods to 39 percent buying processed cheese (excluding cheese foods and spreads). About 53 percent of all families reported buying cottage cheese in the 13-week period, July-September 1954 (table 8).

Household purchases per capita of natural American cheese--the type most commonly sold--were reported close to the United States average rate for all regions except the Pacific where it was about 80 percent above the United States average. Northeastern householders reported much higher purchase rates per capita for natural Swiss, cream, and "other" natural varieties than did consumers in the other regions. Processed cheese purchases per capita were again reported low in the South compared to other areas. Cottage cheese purchases per capita by householders declined during July-September 1954 from the preceding quarter in all regions except the South. The Pacific Coast States continued to show a household per capita rate of cottage cheese purchases about double the United States average while Southern householders were well below this average (table 11).

Close to 40 percent of all cheese purchases by householders during the third quarter of 1954 were made from independent grocers. Householders bought some small amounts of natural and processed cheese in "all other" outlets but did purchase a large amount of cottage cheese in the "house-to-house" outlet (table 13).

Families in this sample reported during July-September that the average price for the natural and processed cheese types was generally lower in the chain stores than in the independent groceries. Cottage cheese prices were reported about the same through all types of retail outlets (table 15).

Notes on Tables

The tables contained in this series of quarterly reports give data breakdowns by regions and type of retail outlets.

Regional reports cover areas defined as follows:

- (1) Northeast -- New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia.
- (2) North Central -- Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas.
- (3) South -- Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia.
- (4) Mountain -- Eight Mountain States and Texas and Oklahoma.
- (5) Pacific -- Washington, Oregon, and California.

The approximate United States population distribution of these regions is as follows: Northeast, 28.0 percent; North Central, 29.7 percent; South, 22.4 percent; Mountain and Southwest, 9.8 percent; and Pacific, 10.1 percent.

Retail outlets for quarterly reports are defined as follows:

- (1) National chains -- A & P, Kroger, and Safeway Stores.
- (2) Regional and local chains -- those chains having 4 or more stores (excluding those in the national chain category).
- (3) Independent groceries -- independently owned stores, groups of stores not falling in above categories, and voluntary associations of independently owned stores.
- (4) House-to-house -- purchases from milkman or other wagon salesmen.
- (5) Other -- purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.

Table 1.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Year and quarter	Total quantity purchased					
	United States	Northeast	North Central	South	Mountain- Southwest	Pacific
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
1954						
Apr.-June	185.4	71.4	75.6	12.6	7.5	18.3
July-Sept.	187.4	71.1	77.5	12.5	7.5	18.8
Oct.-Dec.						
Average price paid per pound						
	Cents	Cents	Cents	Cents	Cents	Cents
1954						
Apr.-June	66.1	67.7	64.1	69.1	69.1	65.1
July-Sept.	66.1	67.7	64.1	69.2	69.2	64.7
Oct.-Dec.						
Average size of purchase						
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954						
Apr.-June	1.09	1.00	1.25	0.84	1.07	1.05
July-Sept.	1.09	1.00	1.25	.85	1.05	1.04
Oct.-Dec.						
Purchases per 1,000 capita						
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954						
Apr.-June	1,174	1,669	1,679	333	461	1,150
July-Sept.	1,178	1,635	1,715	332	445	1,189
Oct.-Dec.						

National Consumer Panel of Market Research Corporation of America.

Table 2. --Butter: Household purchases, average price per pound,
and average size of purchase, United States
by type of retail outlet, 13-week periods

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National Consumer Panel of Market Research Corporation of America.

Table 3.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita U. S. and regions, 13-week periods

Year and quarter	Total quantity purchased					
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
1954						
Apr.-June	274.4	76.2	73.4	53.8	32.8	38.2
July-Sept.	268.4	75.3	71.3	53.9	31.3	36.6
Oct.-Dec.						
Average price paid per pound						
	Cents	Cents	Cents	Cents	Cents	Cents
1954						
Apr.-June	26.4	27.4	27.2	26.1	25.7	24.1
July-Sept.	26.9	28.1	27.9	26.5	25.8	24.0
Oct.-Dec.						
Average size of purchase						
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954						
Apr.-June	1.45	1.43	1.43	1.31	1.42	1.68
July-Sept.	1.44	1.43	1.43	1.29	1.39	1.70
Oct.-Dec.						
Purchases per 1,000 capita						
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954						
Apr.-June	1,737	1,783	1,629	1,418	2,011	2,398
July-Sept.	1,687	1,732	1,576	1,425	1,864	2,318
Oct.-Dec.						

National Consumer Panel of Market Research Corporation of America.

Table 5.--Nonfat dry milk solids: Household purchases, average price per pound, percentage of all families buying, number of purchases, and size of average purchase, U. S., 13-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods

		Total quantity purchased				
Year and quarter		Northeast	North Central	South	Mountain-Southwest	Pacific
		1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>
1954						
Apr.-June		8,300	6,100	10,190	5,230	4,330
July-Sept.		7,990	5,260	9,330	4,540	4,280
Oct.-Dec.						
Average price per pound for all purchases						
		<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1954						
Apr.-June		35.9	38.2	38.7	38.4	36.9
July-Sept.		35.0	35.7	37.0	37.2	36.3
Oct.-Dec.						
Average price per actual 1-pound unit purchases						
		<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1954						
Apr.-June		34.4	35.5	36.6	37.3	37.4
July-Sept.		32.8	33.3	35.0	35.8	35.5
Oct.-Dec.						

Continued.

Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods--Continued

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 7.--Nonfat dry milk solids: Household purchases, average price per pound, and average size of purchase, by type of retail outlet, 13-week periods

Year and quarter	National chains	Total quantity purchased		Independent groceries	All other outlets
		Regional and local chains			
	<u>pounds</u>	<u>pounds</u>		<u>pounds</u>	<u>pounds</u>
1954					
Apr.-June	11,600	10,240		11,110	1,220
July-Sept.	11,280	8,730		10,170	1,220
Oct.-Dec.					
Average size of purchase					
	<u>Ounces</u>	<u>Ounces</u>		<u>Ounces</u>	<u>Ounces</u>
1954					
Apr.-June	24.8	20.4		19.5	25.4
July-Sept.	25.9	21.6		21.4	23.4
Oct.-Dec.					
Average price per pound for all purchases					
	<u>Cents</u>	<u>Cents</u>		<u>Cents</u>	<u>Cents</u>
1954					
Apr.-June	34.2	38.4		40.3	40.0
July-Sept.	33.2	36.4		38.9	39.4
Oct.-Dec.					
Average price per actual 1-pound unit purchases					
	<u>Cents</u>	<u>Cents</u>		<u>Cents</u>	<u>Cents</u>
1954					
Apr.-June	32.7	36.8		39.3	39.9
July-Sept.	31.9	34.9		36.6	39.9
Oct.-Dec.					

National Consumer Panel of Market Research Corporation of America.

Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods

[illegible]

Continued

Table 9 .--Cheese: Quantity purchased by households, by types, by regions,
13-week periods

Year and quarter	Natural American				
	Northeast	North Central	South	Mountain- Southwest	Pacific
	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>
1954					
Apr.-June	11,160	12,470	10,980	4,950	8,610
July-Sept.	11,780	13,070	10,660	5,120	8,740
Oct.-Dec.					
Natural Swiss					
1954					
Apr.-June	5,200	2,410	1,570	400	890
July-Sept.	5,190	2,290	1,680	410	970
Oct.-Dec.					
Natural Cream					
1954					
Apr.-June	5,930	2,330	1,190	350	630
July-Sept.	4,790	1,550	1,020	340	560
Oct.-Dec.					
Natural - Other varieties					
1954					
Apr.-June	5,580	3,120	1,020	340	620
July-Sept.	5,150	2,730	1,170	200	530
Oct.-Dec.					

Continued

Table 9 .--Cheese: Quantity purchased by households, by types, by regions,
13-week periods--Continued

Processed cheese (excluding cheese foods and cheese spreads)						
Year and quarter	Northeast	North Central	South	Mountain- Southwest	Pacific	
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	
1954						
Apr.-June	13,250	8,920	6,010	3,440	2,810	
July-Sept.	13,140	8,010	5,640	3,320	3,070	
Oct.-Dec.						
Processed cheese foods						
1954						
Apr.-June	8,560	10,590	3,940	3,290	3,860	
July-Sept.	8,240	8,590	3,360	2,250	3,520	
Oct.-Dec.						
Processed cheese spreads						
1954						
Apr.-June	4,520	7,570	2,240	1,900	2,570	
July-Sept.	4,170	7,520	1,960	2,480	2,180	
Oct.-Dec.						
Cottage cheese						
1954						
Apr.-June	30,250	44,730	9,810	10,740	22,290	
July-Sept.	27,090	38,730	9,700	10,340	21,400	
Oct.-Dec.						

National Consumer Panel of Market Research Corporation of America.

Table 10.--Cheese: Average size of purchase by households,
by types, by regions, 13-week periods--Continued

Processed cheese (excluding cheese foods and cheese spreads)					
Year and quarter	Northeast	North Central	South	Mountain- Southwest	Pacific
	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
1954					
Apr.-June	9.8	11.1	11.2	12.2	11.5
July-Sept.	10.0	10.7	11.2	11.8	11.6
Oct.-Dec.					
Processed cheese foods					
1954					
Apr.-June	20.1	22.6	22.5	23.6	26.0
July-Sept.	21.2	22.0	21.3	21.5	25.5
Oct.-Dec.					
Processed cheese spreads					
1954					
Apr.-June	9.8	14.7	11.0	13.9	11.0
July-Sept.	10.2	16.1	11.4	15.7	11.3
Oct.-Dec.					
Cottage cheese					
1954					
Apr.-June	14.6	16.6	15.2	15.8	15.9
July-Sept.	14.7	16.5	15.7	15.6	15.8
Oct.-Dec.					

National Consumer Panel of Market Research Corporation of America.

Table 11.--Cheese: Household purchases per 1,000 capita,
by types, by regions, 13-week periods

[illegible]

Continued

Table 11.--Cheese: Household purchases per 1,000 capita,
by types, by regions,
13-week periods--Continued

Processed cheese (excluding cheese foods and cheese spreads)						
Year and quarter	Northeast	North Central	South	Mountain- Southwest	Pacific	
	Pounds	Pounds	Pounds	Pounds	Pounds	
1954						
Apr.-June	309.8	197.9	158.5	211.3	176.6	
July-Sept.	302.0	177.2	148.9	197.9	194.9	
Oct.-Dec.						
Processed cheese foods						
1954						
Apr.-June	200.2	235.0	103.7	202.0	242.7	
July-Sept.	189.5	190.1	88.9	133.8	223.0	
Oct.-Dec.						
Processed cheese spreads						
1954						
Apr.-June	105.6	167.9	59.1	116.3	161.7	
July-Sept.	95.9	166.4	51.8	147.3	138.1	
Oct.-Dec.						
Cottage cheese						
1954						
Apr.-June	707.6	992.8	258.5	659.2	1400.1	
July-Sept.	622.8	856.8	256.4	615.5	1356.8	
Oct.-Dec.						

National Consumer Panel of Market Research Corporation of America.

Table 12.--Cheese: Average price paid per unit by households, by types, by regions, 13-week periods

[illegible]

Continued

Table 12.--Cheese: Average price paid per unit by households, by types, by regions, 13-week periods--Continued

Year and quarter	Processed (excluding cheese foods and spreads) - per pound				
	Northeast	North Central	South	Mountain- Southwest	Pacific
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1954					
Apr.-June	61.7	60.4	59.6	61.0	62.2
July-Sept.	60.4	61.9	59.6	62.0	61.8
Oct.-Dec.					
Processed cheese foods - per pound					
1954					
Apr.-June	47.6	44.9	46.7	47.6	44.1
July-Sept.	46.5	45.9	46.6	48.6	42.9
Oct.-Dec.					
Processed cheese spreads - per pound					
1954					
Apr.-June	59.1	49.5	59.7	49.7	58.7
July-Sept.	58.9	47.8	56.1	49.3	56.5
Oct.-Dec.					
Cottage cheese - per 12 ounce					
1954					
Apr.-June	22.1	20.1	21.7	21.6	21.6
July-Sept.	21.8	20.1	21.4	21.8	21.5
Oct.-Dec.					

National Consumer Panel of Market Research Corporation of America.

Table 13.--Cheese: Quantity purchased by households, by types,
by retail sales outlet, 13-week periods

[illegible]

Continued

Table 14.--Cheese: Average size of purchase by households, by types, by retail sales outlet, 13-week periods

Natural American				
Year and quarter	National chains	Regional and local chains	Independent groceries	All other outlets
	Ounces	Ounces	Ounces	Ounces
1954				
Apr.-June	13.0	12.1	13.7	24.4
July-Sept.	13.2	12.0	13.3	24.0
Oct.-Dec.				
Natural Swiss				
1954				
Apr.-June	10.1	9.3	10.2	<u>1</u>
July-Sept.	10.3	9.1	10.7	16.3
Oct.-Dec.				
Natural cream				
1954				
Apr.-June	6.1	5.6	5.2	5.6
July-Sept.	6.1	5.4	5.1	<u>1</u>
Oct.-Dec.				
Natural - Other varieties				
1954				
Apr.-June	8.9	8.3	10.7	14.7
July-Sept.	8.8	8.4	9.4	<u>1</u>
Oct.-Dec.				

Continued

Table 14.--Cheese: Average size of purchase by households, by types, by retail sales outlet, 13-week periods--Continued

Processed (excluding cheese foods and spreads)				
Year and quarter	National chains	Regional and local chains	Independent groceries	All other outlets
	Ounces	Ounces	Ounces	Ounces
1954				
Apr.-June	10.7	10.0	11.3	20.4
July-Sept.	10.7	10.2	11.1	17.4
Oct.-Dec.				
Processed cheese foods				
1954				
Apr.-June	24.7	22.3	21.4	<u>1/</u>
July-Sept.	23.9	21.9	21.2	<u>1/</u>
Oct.-Dec.				
Processed cheese spreads				
1954				
Apr.-June	11.4	12.8	12.1	<u>1/</u>
July-Sept.	12.6	13.3	13.5	<u>1/</u>
Oct.-Dec.				
Cottage cheese				
1954				
Apr.-June	15.5	15.5	15.9	16.4
July-Sept.	15.9	15.6	15.8	16.1
Oct.-Dec.				

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

